



Co-Chair O'Driscoll, Co-Chair Koegel, Co-Vice Chair Elkins, Co-Vice Chair Perryman, and Members of the Committee:

My name is David Goodfriend, Founder and Chairman of Sports Fans Coalition, a national consumer advocacy organization representing fans across the country. I am here today to urge you to reject HF4250.

Founded in 2009, we are a national non-profit advocacy organization devoted to representing fans wherever public policy impacts the games we love. We are best known for leading the campaign to end the Federal Communications Commission's sports blackout rule, which we accomplished in 2014 despite massive opposition from the NFL and broadcast industry. We are the creators of the Sports Bettors' Bill of Rights, a set of five principles we believe should accompany sports betting legislation to protect consumers while maximizing state revenues, adopted in whole or part by Virginia, Maryland, Kansas, and the District of Columbia. We also are on the front lines fighting media consolidation, the NFL's concussion cover-up, corruption within the United States Soccer Federation, and their inequitable treatment of women and youth.

Protecting the fans' rights in the live event ticketing marketplace has been a priority of SFC for many years. We advocate on behalf of sports fans in all of these areas, and more, federally and in state capitals around the country.

Minnesota is a national leader in ticketing consumer protection. Your existing law works. States across the country look to Minnesota as a model. This bill would undermine that leadership and harm the very consumers it claims to protect.

Let me be direct: HF4250 would ban fans from reselling tickets above face value for most events. This price cap would be a disaster for Minnesota consumers.

Price caps don't stop high prices, they just push transactions into the shadows. We've seen this in Ireland, Australia, and Ontario where price caps correlate with fraud rates nearly four times higher than in countries without caps. When fans can't use regulated platforms like StubHub or Vivid Seats, they turn to Facebook groups, Craigslist, and street corners, where there are zero consumer protections.

Most important, price caps entrench the Live Nation-Ticketmaster monopoly by starving out any competitive pressures, including pressure from the secondary market. Ticketmaster supports price caps.¹ That alone should tell you everything you need to know. The Department of Justice filed an antitrust lawsuit against Live Nation-Ticketmaster in May 2024, calling it an illegal monopoly that harms fans through anticompetitive conduct. As you may know, the DOJ, under

¹ Andrew Flanagan, "Live Nation Asks Trump Administration for Resale Price Caps, Stronger Enforcement of Secondary Market," *Variety*, July 8, 2025, <https://variety.com/2025/music/news/live-nation-encourages-trump-price-caps-resales-1236449938/>.

suspicious circumstances, may be settling that case and letting Ticketmaster off the hook with even less than a slap on the wrist. While Attorney General Ellison continues the good fight to break up Ticketmaster/LiveNation, this committee should not do anything that benefits Ticketmaster's monopoly.²

Price caps protect Ticketmaster by eliminating competition from the secondary market. When fans can't freely resell tickets, Ticketmaster controls the entire ecosystem. A competitive secondary market saves fans money. Since 2021, sports fans have saved over \$521 million by purchasing tickets below face value on the secondary market. Last year alone, fans saved \$126.1 million. In Minnesota, those savings were \$17.6 million. 32% of tickets resold below face value.

- Twins fans saved \$8.3M
- Vikings fans \$5.1M
- Wild fans saved \$2.8M
- Timberwolves fans saved \$1.2M
- Minnesota United fans saved \$125K
- Lynx fans saved \$81K

The average savings per ticket was more than \$28 – enough to buy a hotdog and a beer at every game!³

What does this tell us? That ticket resale can be a way to make going to events more affordable. And if that happens in sports and Broadway, where the bill makes an exception, it happens in concerts and other events, too. In fact, The American Consumer Institute found similar, significant savings for concert fans, especially as time got closer to the event.⁴ HF4250 could jeopardize these savings opportunities by eliminating the competitive secondary market.

Despite the carve-out for sports, this bill still hurts sports fans.

First, it creates an unworkable carve-out for sports, which basically admits that price caps are bad policy. Exempting sporting events from the price cap will confuse Minnesota fans, who don't think in categories. A ticket is a ticket; what's good for the goose is good for the gander.

² Office of Minnesota Attorney General Keith Ellison, "Attorney General Ellison Vows to Continue Case Against Live Nation for Illegally Monopolizing Live Entertainment Industry," Press Release, March 9, 2026, https://www.ag.state.mn.us/Office/Communications/2026/03/09_LiveNation.asp.

³ Sports Fans Coalition, "United States of Ticketing: Fan Savings on the Secondary Ticket Market," <https://www.sportsfans.org/usa-of-ticketing>.

⁴ Tirzah Duren, "Report Update: Secondary Market Is One Part of the Consumer Ticketing Ecosystem," American Consumer Institute Center for Citizen Research, June 12, 2025, <https://www.theamericanconsumer.org/2025/06/report-update-secondary-market-is-one-part-of-the-consumer-ticketing-ecosystem/>.

Second, season ticket holders often get early access to concerts as a perk of their package. These fans may rely on the ability to resell those concert tickets to offset rising season ticket costs. Under HF4250, they could accidentally become criminals.

The sports carve-out also increases the complexity of enforcement. Other states considering similar legislation have received fiscal notes estimating enforcement costs in the hundreds of thousands of dollars per year. Minnesota would face the same burden, if not worse.

Every state that has considered price cap legislation this session and last session has rejected it. Despite what you may hear, Maine did not pass a price cap on resale. It passed a fee cap.⁵ Instead, they've adopted comprehensive consumer protections—many inspired by Minnesota's law. States are choosing transparency, transferability, and competition over failed price controls.

Minnesota got it right the first time. Don't take a step backward. Reject HF4250.

I'm happy to answer any questions.

David Goodfriend
Chairman and Founder, Sports Fans Coalition

⁵ Office of the Maine Attorney General, "Consumer Alert — Ticket Resales," December 12, 2025, https://www.maine.gov/ag/news/article_scams.shtml?id=13337411.